



Cyprus
University of
Technology

MEMBER OF



EUROPEAN
UNIVERSITY OF
TECHNOLOGY

Department of
Communication &
Marketing



MSc in EXPERIENTIAL DIGITAL MARKETING COMMUNICATIONS (XDMarComs)





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Meeting Agenda

- **XDMarComs program Design**
 - Principles
 - Aim & approach
- **Content of the MSc program**
 - Structure of the MSc program
 - Courses
 - Learning outcomes
 - Teaching methodologies
- **Resources**
 - CUT teaching staff
 - Guest lecturers
- **Administration**
 - Entry requirements
 - Fees
- **Employment prospects of graduates**



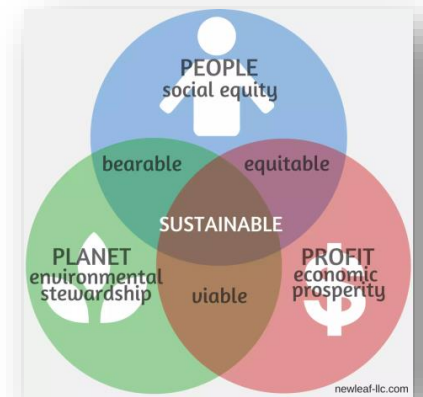
MSc Program Design PRINCIPLES

Think Human First

1. 3BL solutions to glocal problems
2. Professionalism, integrity, ethics
3. Student-centred & emphasis on soft, transferrable skills



UNSDGs



Cross-fertilisation of

- cultures
- disciplines
- perspectives
- personalities

Transparency & Meritocracy



Co-operation & value cocreation

XDMarComs AIM and approach



Multidisciplinary: The **industry-relevant curriculum** combines

- cutting-edge research taught by impactful academics from CUT and other top-ranking universities from all over the world
- business best practice presented by successful professionals from leading local and multinational companies



Global leadership perspective



Develop high level of expertise & transferrable soft skills



Increase empowerment, resilience, flexibility & adaptability



Flexibility in design, delivery and scope:

- wide range of sectoral, methodological & technological specialisations
- **tailored to individual** backgrounds, interests and career objectives

to *we*

**CHANGE LIVES
CHANGE THE WORLD**

Content of the MSc in Experiential Digital Marketing Communications

- Structure of the MSc program
- Courses
- Teaching Methodology



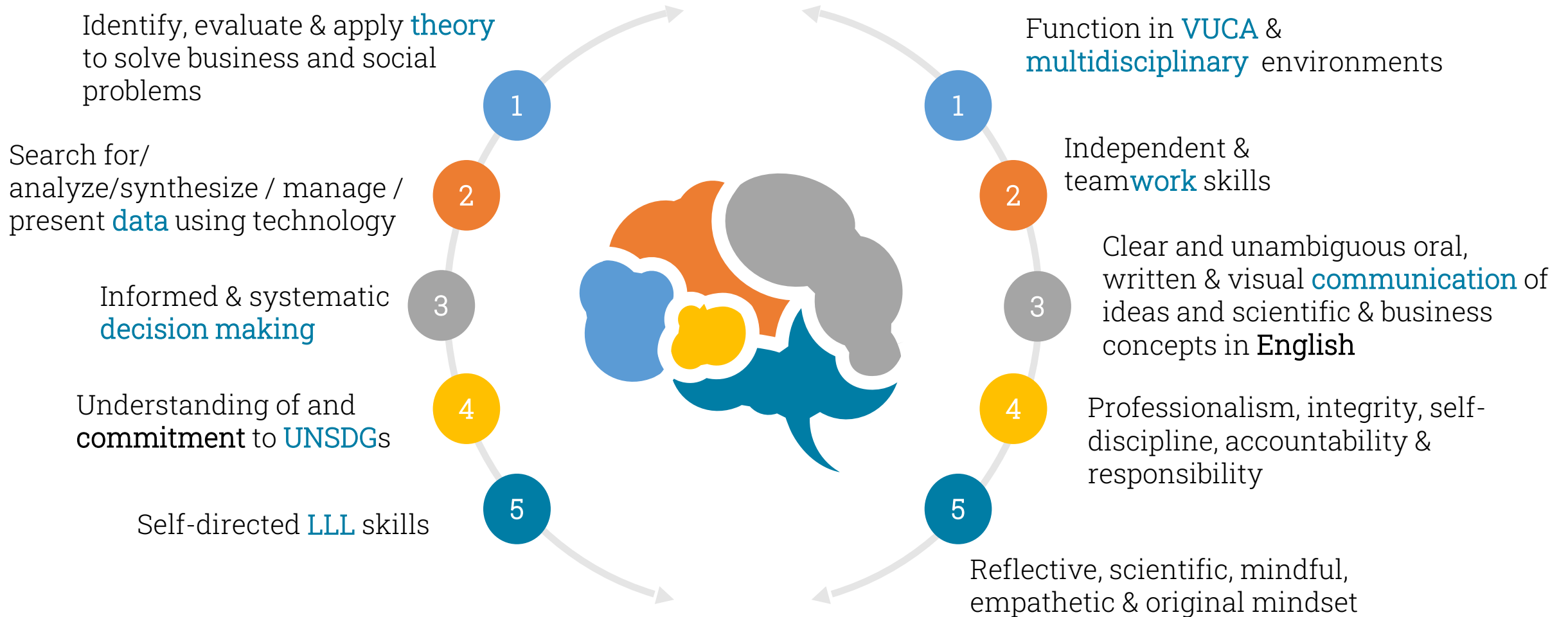
XDMarComs Structure – 3 Semesters, 90 ECTS, Hybrid delivery in 5-week intensive blocks

#	Course Title
Semester 1	
1	Experiential Marketing
2	Data and Digital Literacy
3	Internet-of-Things (IoT) in Marketing
4	Value-based marketing
Semester 2	
5	Agile and sustainable marketing strategies
6	Reputation and Media Management
7	Data Analytics and AI for Marketing
8	Content Creation and Management
9a	Academic Research Design
9b	Consulting practice
Semester 3	
10	Special Topics
11a	Dissertation
11b	Industry-based project

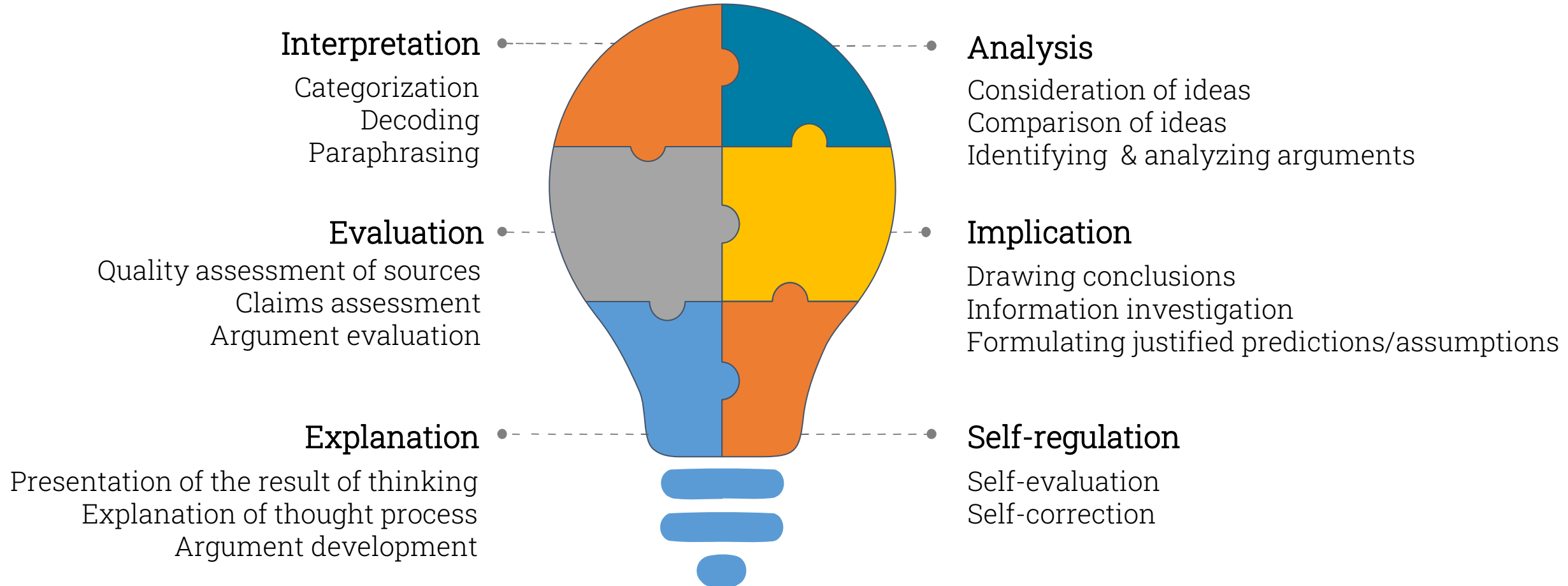
Example of semester structure

Week	Course contact hours	Friday	Saturday	Sunday
1	1 9 F2F	17:00 -21:00	9:00 -14:00	
	3 9 F2F		17:00 -21:00	10:00 – 15:00
2-3-4	1 & 3 18 each	online activities (workshops, projects, lectures)		
5	3	17:00 – 21:00	9:00 – 14:00	
	1		17:00 -21:00	10:00 – 15:00
6-7	Study break			
8	Friday p.m – Sunday a.m. F2F			
9-10-11	online activities (workshops, projects, lectures)			
12	Friday p.m – Sunday a.m. F2F			

QF-EHEA L7 **Learning outcomes: knowledge - application - integration - reflection – communication**



Teaching Methodologies: emphasis on critical, creative, and design thinking



Human Resources overview

- CUT teaching staff
- Guest lecturers



CUT staff



Dr. Anna Zarkada

Coordinator

Assoc. Prof. in IMC- Services

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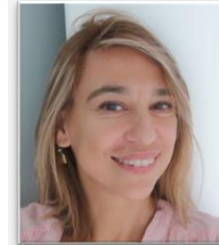
Dr. Nicolas Tsapatsoulis

Prof. In Multimedia

Information Retrieval

Vice Rector for Academic

Affairs



Dr. Vasiliki Triga

Assoc. Prof. in Internet based

political processes

Chair of the Dpt of

Communication and Marketing



Dr. Andreas Gregoriadis

Assoc. Prof. in e-commerce

and Information Systems



Dr. Yioula Melanthiou

Assis. Prof. in Corporate

Communication



Dr. Christiana Tsaousi

Lecturer in Consumer

Behavior



Dr. Constantinos Djouvas,

Assis. Prof. in Informatics &

Communication



Dr. Erasmia Leonidou

Lecturer in Marketing,

Communication and Promotion



Dr. Christos Themistocleous

Lecturer in IMC



Markos Souropetsis

STS in Digital Audiovisual

Production



Dr. Maria Voutsas

STS in IMC



Andreas Damianou

Administrator

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+357 2500-2919

Invited teaching staff

Academics

- Greece
 - University of Piraeus
 - University of Macedonia
 - University of Western Attica
 - International Hellenic University
- Spain
 - University of Navarra
- Pakistan
 - National University of Sciences & Technology (NUST)
- UK
 - Suffolk Business School
- Germany
 - Darmstadt University of Applied Sciences (H_DA)
 - Arden University
- France
 - University of Lyon 2
 - Rennes School of Business



Industry Experts

- IKEA
- Bazaraki.com
- Biomar
- CYTA
- C.A.Papaellinas Group
- G&C
- Kaizen Gaming
- Alinea Suites
- notos com holdings S.A
- the voyager voice.
- INTERSPORT Athletics S.A
- SUPERFOODS
- Deepdive Strategy

Administration

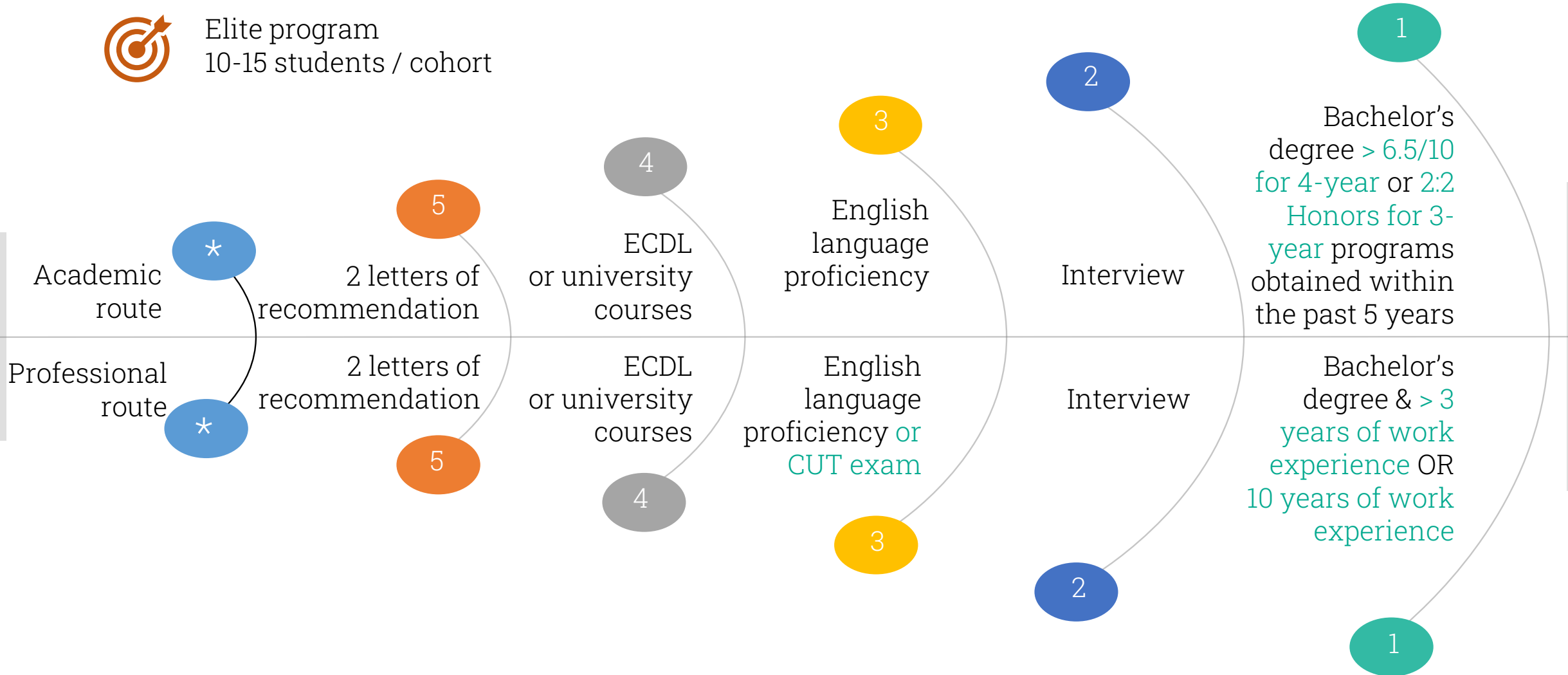
- Entry requirements
- Fees



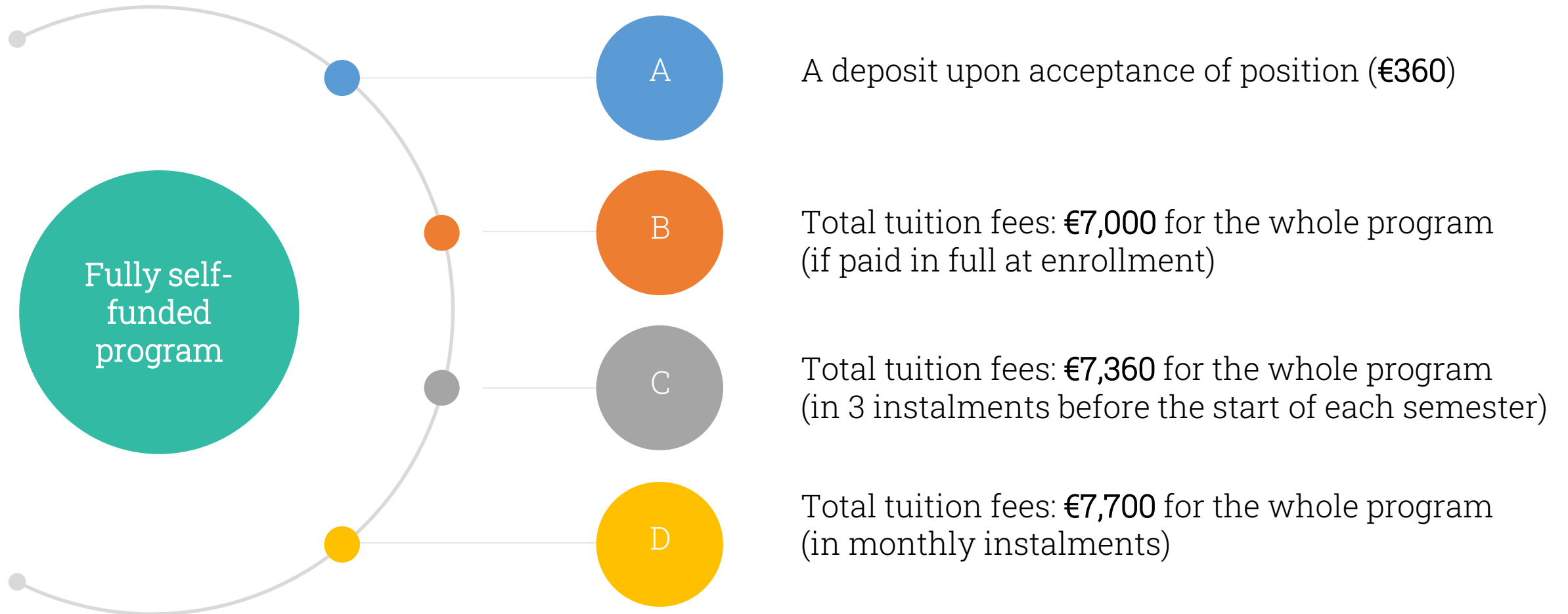
ENTRY REQUIREMENTS



Elite program
10-15 students / cohort



FEES



Employment prospects for graduates

- Methodology of market research
- Employment prospects for students/graduates
- Comparison with other programs



EMPLOYMENT PROSPECTS FOR STUDENTS/GRADUATES



Digital Marketing
Executive



Sales / CRM
Managers



Marketing / Product
/ Brand Manager



(Digital)
Marketing
Analyst



Advertising & Public
Relations Manager



Marketing Data
Engineer



Crisis
Communications
Specialist

Interested in employing XDMarComs graduates

INTERNATIONAL

- Natwest
- Virgin Media
- Upskill Digital
- Procter & Gamble
- L'oreal
- Google
- Big Scope group
- DUO ltd
- Insuretech Insights
- British airways
- Christian Dior
- Spotify
- DHL
- TOYOTA
- AMAZON

CYPRUS

- Primetel
- Hermes Airports
- Cyprus Airways
- Dimco
- Orphanos Group
- Geomatrix Holdings

Why XDMarComs → NOT just another digital marketing program

The **MSc in Experiential Digital Marketing Communications (XDMarComs)** at **Cyprus University of Technology (CUT)** prepares students for a high-flying marketing communications career in the connected experience economy.

It offers:

- **Multidisciplinary, industry-relevant knowledge** of how to design and promote immersive and engaging brand experiences using cutting-edge digital technologies which reach the connected global consumer.
- Diverse teaching team comprising **leading academics and industry experts.**
- **Transferable soft skills** through **innovative teaching methods.**
- **Flexible delivery** and **student-centricity.**

THANK YOU!

